

# Financial Forecast & Market Potential

## 1. Market Potential & Comparable Films

- **Comparable Films:**
  - *The Bourne Identity* (2002) – Box Office: \$214 million
  - *The Girl with the Dragon Tattoo* (2011) – Box Office: \$239 million
  - *Atomic Blonde* (2017) – Box Office: \$100 million
- **Average ROI for the genre:** 250-400% with a strong theatrical and streaming strategy

## 2. Production Budget & Expected Revenue

- **Estimated Budget:** \$10M - \$30M
- **Projected Global Box Office:** \$120M - \$250M
- **Streaming & TV Deals:** \$30M - \$60M
- **Total Expected Revenue:** \$150M - \$310M
- **Estimated ROI:** 275% - 650%

## 3. Audience Analysis & Trends

- **Target Audience:**
  - Age: 18-49 years
  - Global action and thriller audience
  - Strong female protagonists attract a diverse audience
- **Trend Analysis:**
  - **Action-thrillers dominate streaming services:** Platforms like Netflix and Amazon Prime are heavily investing in this genre.
  - **European settings are increasingly popular:** The success of series like *Lupin* and *Money Heist* shows growing demand for international thrillers.

## 4. Distribution & Monetization Strategy

- **Theatrical release (global + festivals) → Streaming deal → On-demand & TV sales**
- **Merchandising & Rights:** Potential earnings from book deals, spin-offs, and franchise opportunities

## Conclusion

With a smart budget, strong IP positioning, and an attractive cast/director, *Cellophane Shells* has the potential to be both a commercial and critical hit, with an estimated ROI between **275% and 650%**.